

Rep Order# 8863116 Ver# 1 Status New
EC'd Yes

Traffic Order# 37225

Printed: 09/11/2012 9:25 AM
Last Received: 09/11/2012 9:08 AM
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS
Advertiser () ROMNEY, MITT
Product ROMNEY/P/R
Estimate# 373
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //373
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	600A-700A		:30	2 \$245.00	09/12-09/14	3	1	3	\$735.00	
				Buyline Comment: NEWS								
	2	M-TU	600A-700A		:30	2 \$245.00	09/17-09/18	2	1	2	\$490.00	
				Buyline Comment: NEWS								
	3	M-TU	700A-900A		:30	2 \$150.00	09/17-09/18	2	1	2	\$300.00	
				Buyline Comment: EARLY SHOW								
	4	W-F	700A-900A		:30	2 \$150.00	09/12-09/14	3	1	3	\$450.00	
				Buyline Comment: EARLY SHOW								
	5	M-TU	900A-1000A		:30	2 \$250.00	09/17-09/18	2	1	2	\$500.00	
				Buyline Comment: LIVE								
	6	M-TU	1000A-1100A		:30	2 \$350.00	09/17-09/18	2	1	2	\$700.00	
				Buyline Comment: PRICE IS RIGHT								
	7	M-TU	1100A-1200P		:30	2 \$500.00	09/17-09/18	2	1	2	\$1,000.00	
				Buyline Comment: YOUNG AND RESTLESS								
	8	M-TU	1200P-1230P		:30	2 \$225.00	09/17-09/18	2	1	2	\$450.00	
				Buyline Comment: NEWS								

Rep Order# 8863116 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/11/2012 9:25 AM
Last Received: 09/11/2012 9:08 AM
Showing Buylines: All Lines

2 of 5

Station KLAS-TV LAS VEGAS
Advertiser () ROMNEY, MITT
Product ROMNEY/P/R
Estimate# 373
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //373
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	9	M-TU	1230P-200P		:30	2 \$325.00	09/17-09/18	2	1	2	\$650.00	
				Buyline Comment: BOLD AND BEAUTIFUL								
	10	M-TU	200P-30CP		:30	2 \$350.00	09/17-09/18	2	1	2	\$700.00	
				Buyline Comment: THE TALK								
	11	M-TU	300P-40CP		:30	2 \$325.00	09/17-09/18	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
	12	W-F	300P-400P		:30	2 \$325.00	09/12-09/14	3	1	3	\$975.00	
				Buyline Comment: ELLEN								
	13	W-F	430P-50CP		:30	2 \$300.00	09/12-09/14	3	1	3	\$900.00	
				Buyline Comment: NEWS								
	14	M-TU	430P-500P		:30	2 \$300.00	09/17-09/18	2	1	2	\$600.00	
				Buyline Comment: NEWS								
	15	M-TU	500P-630P		:30	2 \$375.00	09/17-09/18	4	1	4	\$1,500.00	
				Buyline Comment: NEWS								
	16	W-F	500P-630P		:30	2 \$375.00	09/12-09/14	6	1	6	\$2,250.00	
				Buyline Comment: NEWS								
	17	W-F	630P-700P		:30	1 \$875.00	09/12-09/14	3	1	3	\$2,625.00	
				Buyline Comment: INSIDE EDITION								
	18	M-TU	630P-700P		:30	1 \$875.00	09/17-09/18	4	1	4	\$3,500.00	
				Buyline Comment: INSIDE EDITION								
	19	M-TU	700P-800P		:30	1 \$1,000.00	09/17-09/18	2	1	2	\$2,000.00	
				Buyline Comment: ET								

Rep Order# 8863116 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/11/2012 9:25 AM
Last Received: 09/11/2012 9:08 AM
Showing Buylines: All Lines

3 of 5

Station KLAS-TV LAS VEGAS
Advertiser () ROMNEY, MITT
Product ROMNEY/P/R
Estimate# 373
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //373
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	20	W-F	700P-800P		:30	2 \$325.00	09/12-09/14	3	1	3	\$975.00	
				Buyline Comment: ET								
	21	M-TU	1100P-1130P		:30	1 \$1,550.00	09/17-09/18	4	1	4	\$6,200.00	
				Buyline Comment: NEWS								
	22	W-F	1100P-1130P		:30	1 \$1,550.00	09/12-09/14	5	1	5	\$7,750.00	
				Buyline Comment: NEWS								
	23	W-F	1130P-1230A		:30	1 \$750.00	09/12-09/14	3	1	3	\$2,250.00	
				Buyline Comment: LETTERMAN								
	24	M-TU	1130P-1230A		:30	1 \$750.00	09/17-09/18	2	1	2	\$1,500.00	
				Buyline Comment: LETTERMAN								
	25	M	1000P-1100P		:30	1 \$5,000.00	09/17-09/17	1	1	1	\$5,000.00	
				Buyline Comment: HAWAII 5-0								
	26	SA	500P-700P		:30	1 \$550.00	09/15-09/15	1	1	1	\$550.00	
				Buyline Comment: NEWS ROTATION								
	27	SA	530P-600P		:30	2 \$250.00	09/15-09/15	1	1	1	\$250.00	
				Buyline Comment: POLITICS NOW								
	28	SA	1000P-1100P		:30	1 \$2,250.00	09/15-09/15	1	1	1	\$2,250.00	
				Buyline Comment: 48 HOURS								
	29	SA	1130P-1230A		:30	1 \$70.00	09/15-09/15	1	1	1	\$70.00	
				Buyline Comment: THE UNIT Private Practice								

Rep Order# 8863116 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/11/2012 9:25 AM
Last Received: 09/11/2012 9:08 AM
Showing Buylines: All Lines

4 of 5

Station KLAS-TV LAS VEGAS
Advertiser () ROMNEY, MITT
Product ROMNEY/P/R
Estimate# 373
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //373
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	30	SA	500A-700A		:30	1	\$240.00	09/15-09/15	2	1	2	\$480.00
				Buyline Comment: EARLY SHOW								
	31	SU	600A-630A		:30	2	\$125.00	09/16-09/16	1	1	1	\$125.00
				Buyline Comment: NEWS								
	32	SU	630A-800A		:30	2	\$325.00	09/16-09/16	2	1	2	\$650.00
				Buyline Comment: SUNDAY MORNING								
	33	SU	800A-830A		:30	1	\$850.00	09/16-09/16	2	1	2	\$1,700.00
				Buyline Comment: NEWS								
	34	SU	830A-900A		:30	2	\$300.00	09/16-09/16	1	1	1	\$300.00
				Buyline Comment: FACE THE NATION								
	35	SU	700P-800P		:30	1	\$3,375.00	09/16-09/16	1	1	1	\$3,375.00
				Buyline Comment: 60 MINUTES								
	36	SU	900P-1000P		:30	2	\$1,400.00	09/16-09/16	2	1	2	\$2,800.00
				Buyline Comment: THE GOOD WIFE								
	37	SU	1000P-1100P		:30	1	\$4,000.00	09/16-09/16	1	1	1	\$4,000.00
				Buyline Comment: THE MENTALIST								
	38	SU	1100P-1130P		:30	2	\$350.00	09/16-09/16	2	1	2	\$700.00
				Buyline Comment: NEWS								
	39	SU	500A-600A		:30	2	\$75.00	09/16-09/16	2	1	2	\$150.00
				Buyline Comment: NEWS								

Rep Order# 8863116 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/11/2012 9:25 AM
Last Received: 09/11/2012 9:08 AM
Showing Buylines: All Lines

5 of 5

Station KLAS-TV LAS VEGAS
Advertiser () ROMNEY, MITT
Product ROMNEY/P/R
Estimate# 373
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //373
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

---REPORT TOTALS---

Report Totals: 89 / \$62,050.00

---SALES MONTHLY TOTALS---

Sep 12: 89 / \$62,050.00
Sales Totals: 89 / \$62,050.00
Station Totals: 89 / \$62,050.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$206,833	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+